

In The Specification

In The Abstract

Please amend the Abstract as follows.

A system and method that reduces ~~It is the object of the present invention to~~
~~reduce the content selection cost, to commercialize the proper picture content quickly, and to~~
~~reduce the cost required to research the detailed sales market. The content~~Content introduction
information is sent to a contents polling apparatus, the content introduction information is
displayed at ~~by means of a contents introduction information display means,~~ A a poller pollee
views the displayed content introduction information and enters the contents polling information
for each picture content, the entered contents polling information is sent to a contents market
research apparatus, which ~~and the contents market research apparatus counts the sent contents~~
polling information and generates a counted result as the output.